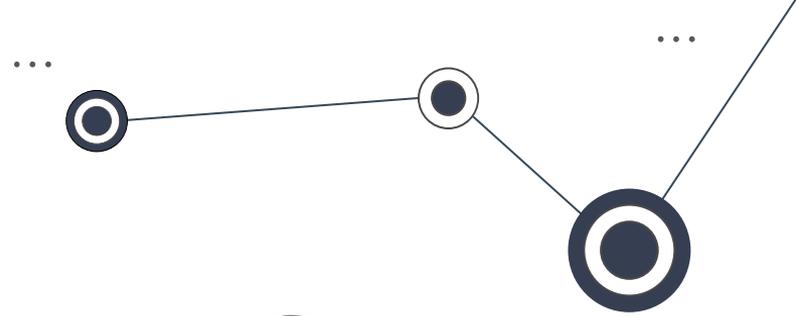
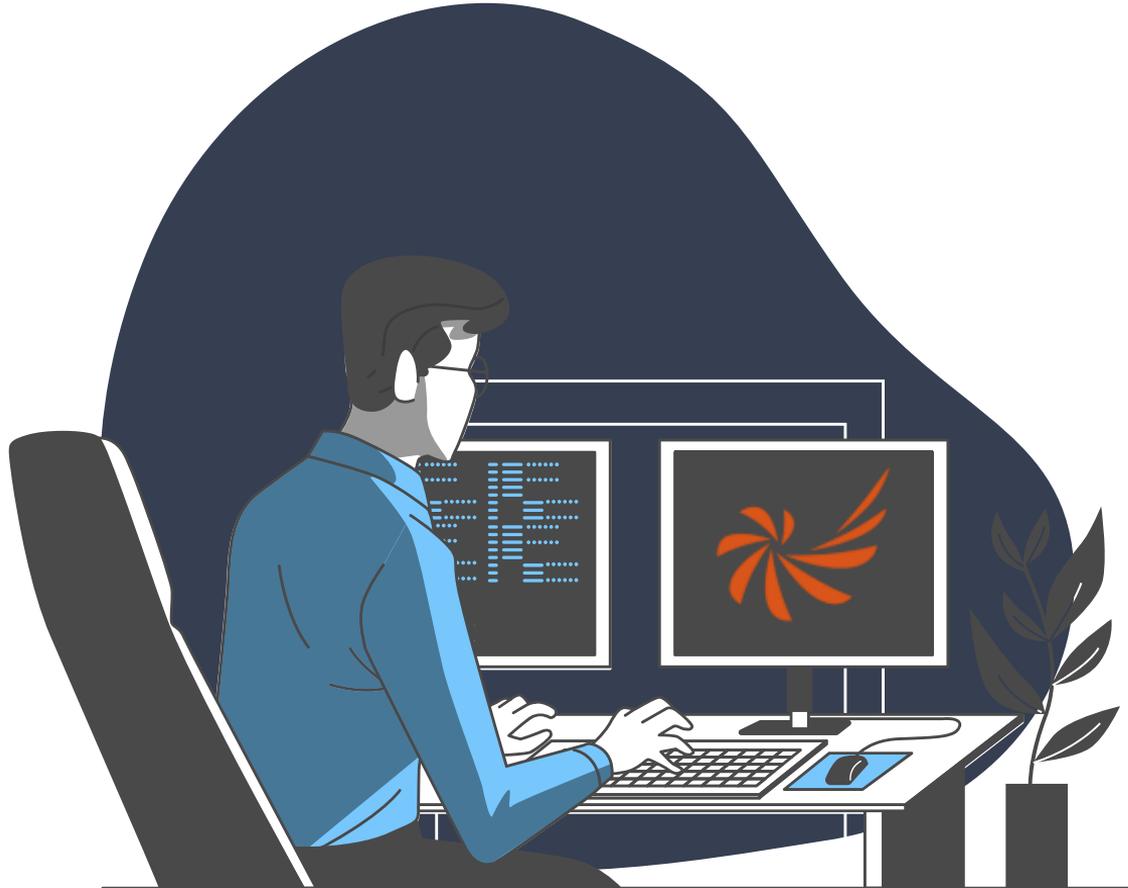


# Career Launcher

## Investor Conversation

- Macro & EdTech
- Corporate Roadmap & Actions
- The execution Summary



# Career Launcher

- Macro & EdTech

# India – World’s Most Attractive Education Market



**1.61 billion**  
Indian Population till 2050



**#1 or 2**  
In GDP by 2050



**40,000 → 400,000**  
Foreign Students in India



**25 by 2025**  
Foreign Universities in India



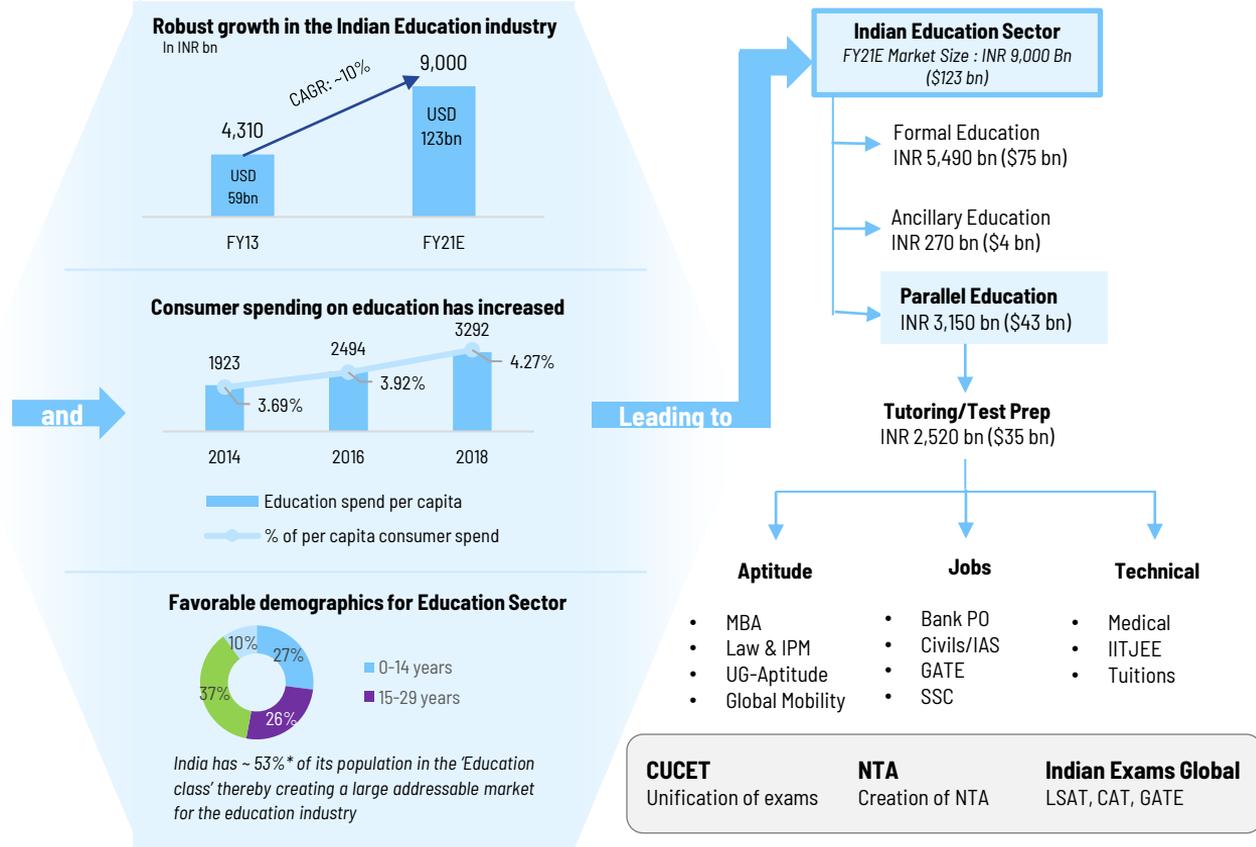
**20% → 50%**  
Gross Enrollment Ratio



**100 mega campus**  
NEP mega campuses @ 100,000 each



**Ultra-rich in India (top 1%)**  
14% professionals and 56% businesses



# Total Addressable Market

## MBA

### National Exams

CAT	: 0.25 mn
XAT, IIFT, NMAT etc.	: 0.15 mn
Total (60% unique)	: 0.24 mn

### State-level

MHCET, MH	: 0.15 mn
KMAT, KN	: 0.05 mn
ICET, AP	: 0.05 mn
TANCET, TN	: 0.04 mn
Others (Combined)	: 0.7 mn
Total	: 1 mn

**Total TAM for an year** : 1.24 mn

## Law

### National Exams

CLAT	: 0.06 mn
AILET	: 0.04 mn
LSAT	: 0.02 mn
Total (60% unique)	: 0.07 mn

### State-level

DU-LLB	: 0.03 mn
MCHET Law	: 0.05 mn
BLAT	: 0.02 mn
SLAT	: 0.02 mn
Total	: 0.12 mn

**Total TAM for an year** : 0.19 mn

## IPM

### National Exams

IPM IIM Indore	: 0.03 mn
IPM IIM Rohtak	: 0.03 mn
Total (50% unique)	: 0.03 mn

### State-level

DUJAT	: 0.02 mn
NPAT BBA	: 0.02 mn
Others (Combined)	: 0.05 mn
Total	: 0.12 mn

**Total TAM for an year** : 0.12 mn

## Intl.

### National Exams

SAT, GMAT, GRE:	: 1 mn
-----------------	--------

**Total TAM for an year** : 0.1 mn

## GATE

### National Exams

GATE	: 1.2 mn
------	----------

**Total TAM for an year** : 1.2 mn

## UPSC

### National Exams

UPSC	: 1 mn
------	--------

### State-level

State PCS	: 1 mn
Total (75% unique)	: 1.5 mn

**Total TAM for an year** : 1.5 mn

## NRA

### National Exams

All Exams (Combined) (exam twice an year)	: 20 x 2 = 40 mn
Total (unique)	: 35 mn

**Total TAM for an year** : 35 mn x 1.5 y = **55 mn**  
(diff target years)

## Medical

### National Exams

NEET	: 1.58 mn
------	-----------

**Total TAM for an year** : **1.58 mn**

## JEE

### National Exams

JEE	: 0.6 mn
-----	----------

### State-level

Other CETs	: 0.32 mn
------------	-----------

**Total TAM for an year** : **0.93 mn**

## Tuitions

No. of youth between ages 14-17 in schools	: 30 mn
---	---------

**TOTAL TAM**

**~ 90 mn**

# Key Asset Highlights



Large opportunity supported by macro, policy, industry tailwinds



Expertise developed over 25+ years of content manufacturing & large repository of content



Leadership Team & High Governance Standards – Board & Listed



Strong presence of Online & Partner Network Centers



Best in industry CAC & difficult to copy pricing power (Brand)



Youth and Experience for a “go big” as India goes big



Broad basket of products



Successful pouch and sachet – market share and margins



EdTech : Core of CL Educate. Provide freedom, fuel focus



# Leadership & Team

Dynamic & Young Leadership team that resonates with the Target Segment of Digital Education

LEADERSHIP



**Arks Srinivas**  
Chief Business Officer  
IIM Calcutta



**Sujatha Kshirsagar**  
Chief Sales Officer  
IIM Bangalore



**Arjun Wadhwa**  
Chief Finance Officer  
International Biz  
MDI Gurgaon



**Himanshu Jain**  
Chief Operating Officer  
Delhi University



**Ashish Bahri**  
Head - Marketing  
Delhi University

Marketing

Product & Tech

Premium



**Suhas AR**  
PPC Head  
IIM Raipur



**Suhasini**  
Category Manager  
CNLU & NLU



**Raviteja**  
Category Manager  
IIM Kashipur



**Amrendra Kumar**  
Technology  
Team Lead



**Rohan Garg**  
Business Head - GATE  
IIM Calcutta



**Karthik V.**  
SEO Head  
IIM Udaipur



**Shreeyam Jain**  
Category Manager  
CNLU



**Himanshu Tyagi**  
Category Manager -  
Civils



**Navneet Anand**  
Category Manager  
- MBA

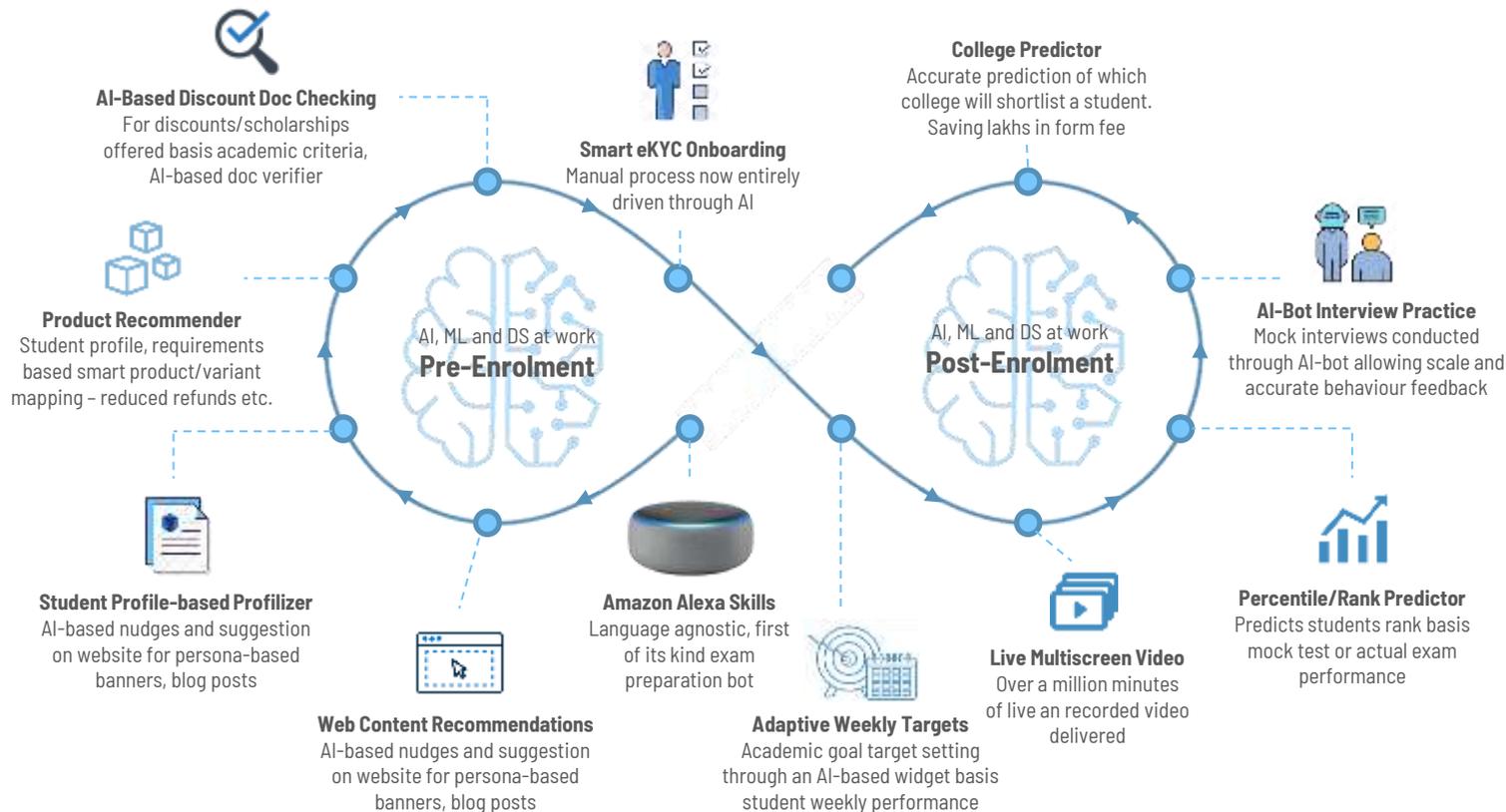


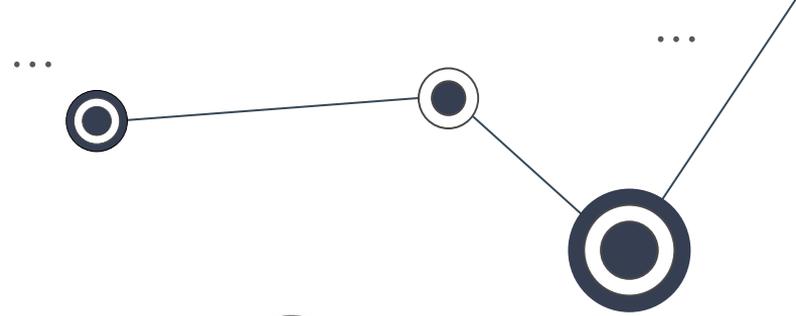
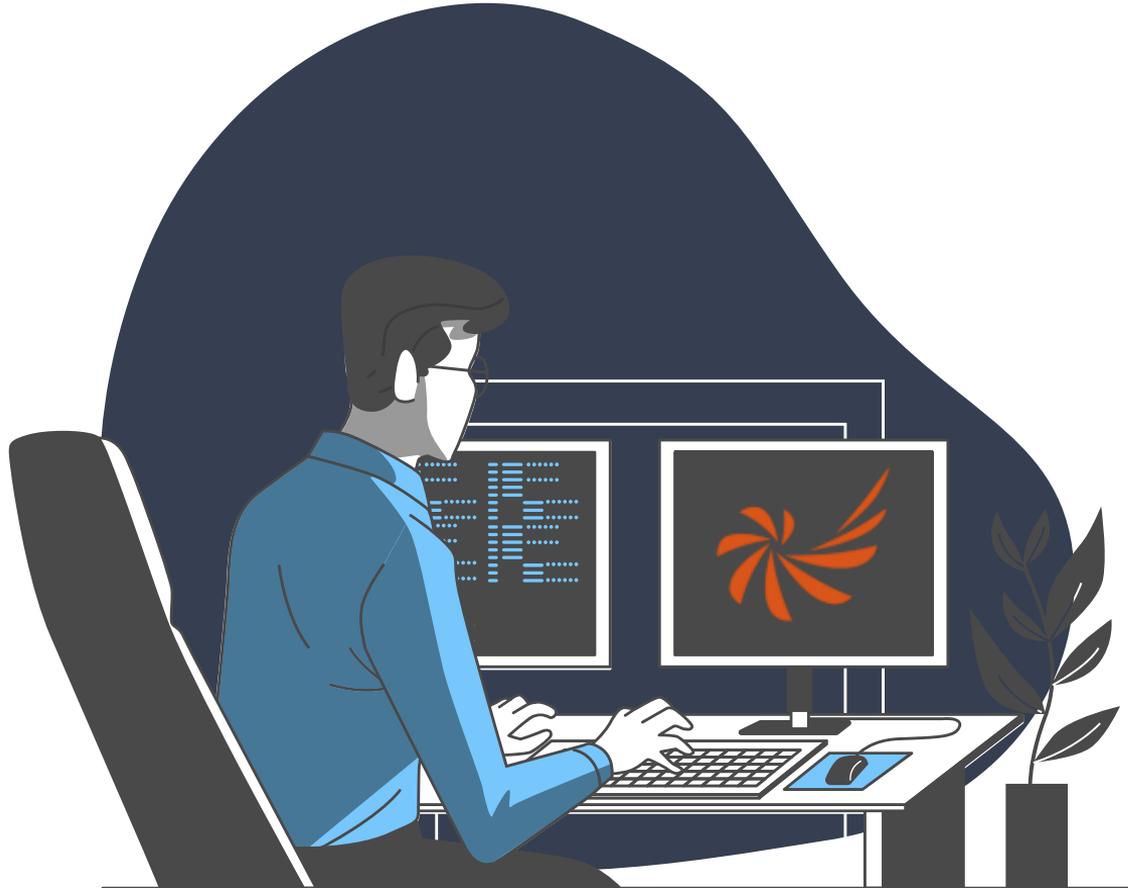
**Vivek Sinha**  
Business Head - UG  
VB University

KEY TEAM LEADS

# ASPI.AI

a pure play ed-tech platform incorporating Artificial Intelligence in Pedagogy



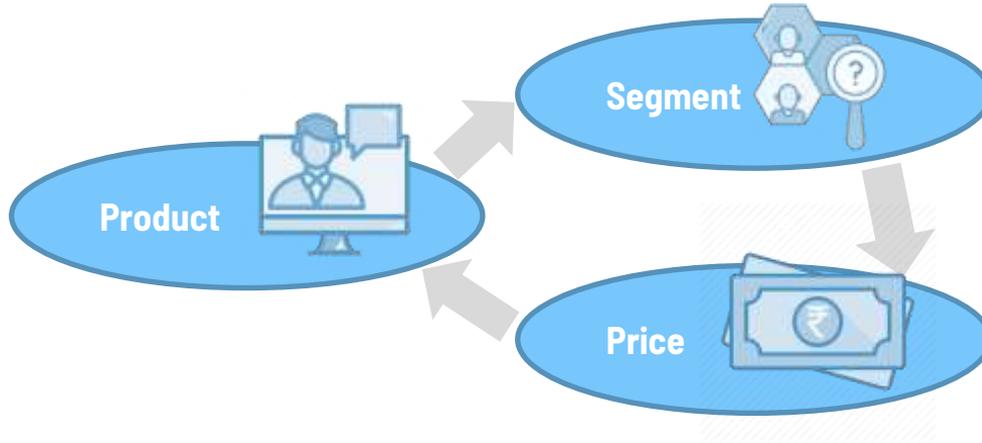


# Career Launcher

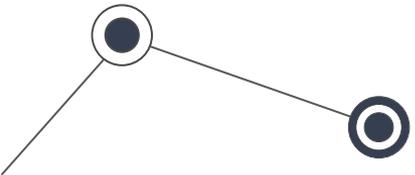
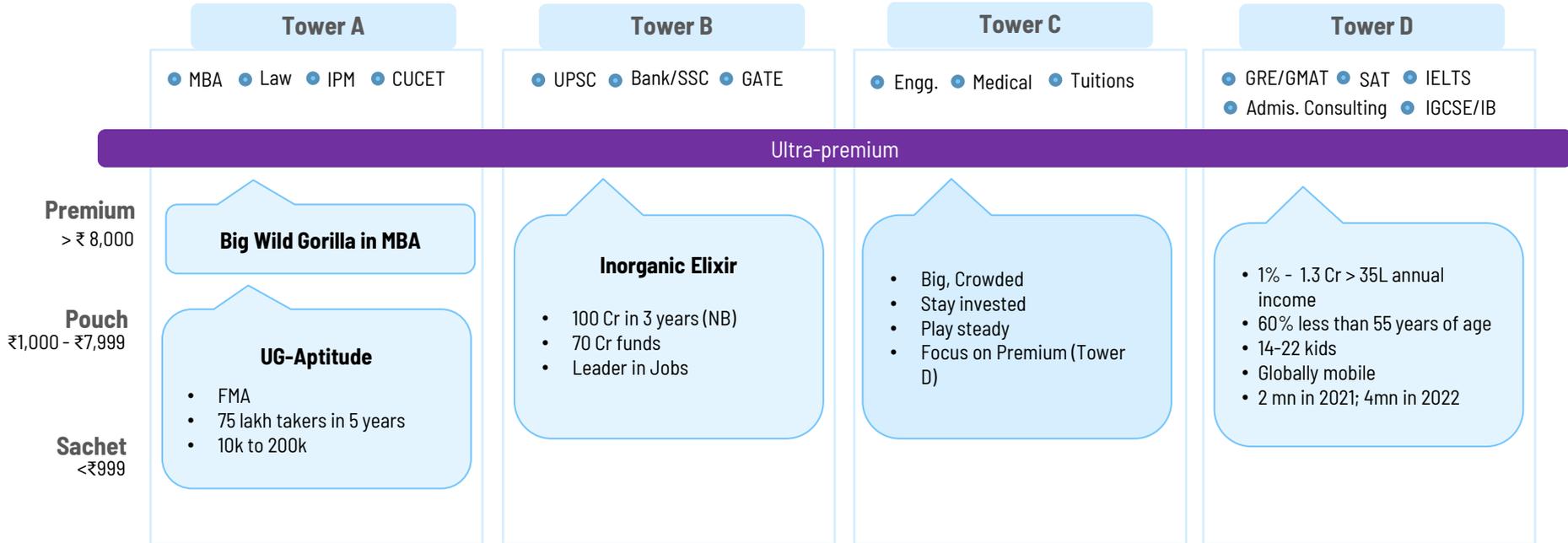
- The execution Summary

# How Are We Organised

## The New Growth Levers



# How Are We Organised



# Action For Growth – 24 months

## Core business Growth

- Revenues and PAT Focus
- KPI : ROE/ROCE > 15-20

## One New segment

- Elixir (Two discussions underway)
- Can add 50/100 percent of revenues and double PAT in 3 years (over organic)

## Funds for Growth

- Assets Release 14/0
- Internal accruals/Reserves
- PE discussions (Yes or No)
- Potential QIP in FY2023

## Corporate Actions

- Merger Underway
- Fund Raise in both businesses
- Potential Demerger into two listed entities

# AI-Tech Backbone

120+ TECH TOOLS TO HELP STUDENTS IN THEIR JOURNEY

Student

Pre-engagement



## PROGRAM RECOMMENDER

- Fuels High Course Completion Rate
- Results in Higher Upsell

Engagement



## COLLEGE PREDICTOR

- AI-based mapping of performance with eligibility criteria
- Saved ₹25 mn for students in form fee



## DRILL-DOWN ANALYSIS

- Detailed analysis of student performance
- Ensures consistency of success rate



## STRENGTH FINDER

- Irons out issues in performance - score and accuracy
- Results in 15%ile + growth in results

Outcome Prediction



## RANK/%ile PREDICTOR

- Keeps students 2-steps ahead in career planning
- Builds Aspi.ai's Knowledge Repository

Outcome

## AI Engine

Knowledge Repository

Student Meta Data

Performance Capture

Predictor Engine

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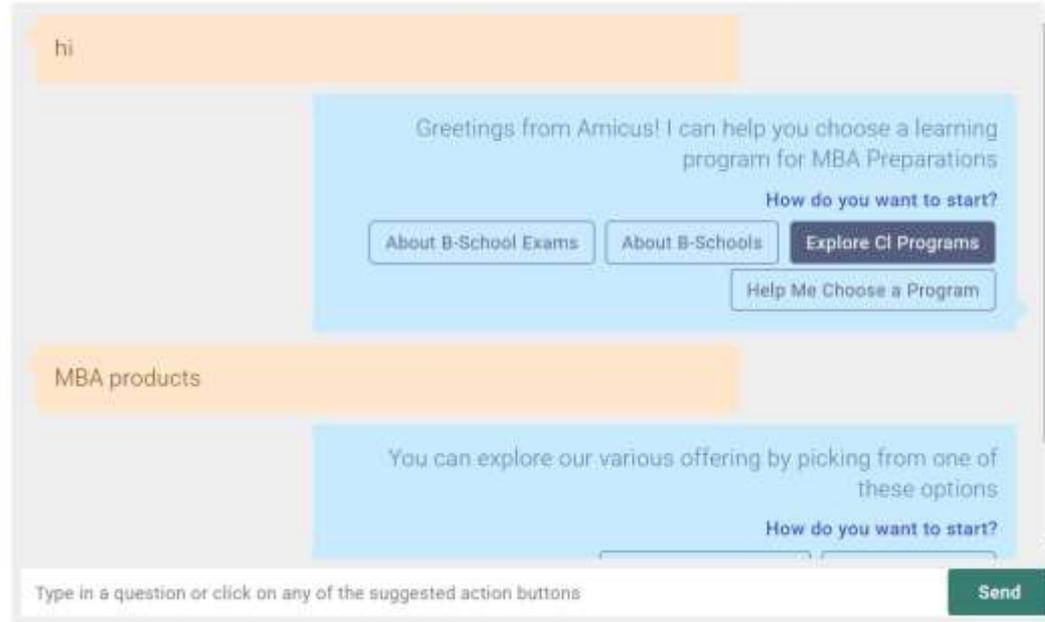
Performance Capture

Predictor Engine

# AI-Tech Backbone

## Amicus - The AI Advisor for MBA Aspirants

I am Amicus. You can take my help to select the best product to help you crack your MBA prep



hi

Greetings from Amicus! I can help you choose a learning program for MBA Preparations

How do you want to start?

About B-School Exams About B-Schools Explore CI Programs

Help Me Choose a Program

MBA products

You can explore our various offering by picking from one of these options

How do you want to start?

Type in a question or click on any of the suggested action buttons Send



## Amicus

An AI-driven program recommender, Amicus, has helped millions of students search for and enroll in the right programs as per their academic requirements

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# AI-Tech Backbone



## IIM Profiler

CL's Patented tech tool that gives a clear picture of which B-schools does the student have a clear chance of getting shortlisted

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# AI-Tech Backbone



## Drill-down Analysis

Drilled-down analysis to know which questions should have been attempted and which ones should have been left basis of question attempts, accuracy, time spent.

# AI-Tech Backbone

aspiration.ai

All India Mock CAT 01 2021

Scorecard

Accuracy

Qs Analysis

Booster Analysis

Video Attempt /  
Solutions

Solutions

Bookmarks

Reports

Tough

Medium-Difficult

Easy-Medium

Easy

View this mock's Drilldown Analysis

Drilldown Analysis

VARC			DILR		DA	
VARC						
Q.No.	Topic	Your Score	Attempt	Accuracy	Your Time (in mins:sec)	Avg Time of 90%iles (in minutes)
1	Inference Based	3	92%	89%	3:40	3:37
2	Fact Based	3	90%	89%	0:49	0:55
3	Fact Based and Inference Based	3	83%	71%	0:34	2:14
4	Fact Based	3	92%	91%	0:37	0:53
5	Main Idea	3	83%	77%	4:25	3:22
6	Fact Based	1	45%	35%	1:18	1:47
7	Fact Based	3	88%	73%	0:36	0:59
8	Fact Based and Inference Based	3	81%	89%	1:08	0:59
9	Fact Based and Inference Based	3	72%	84%	4:16	3:23

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Drilled-down analysis to know which questions should have been attempted and which ones should have been left basis of question attempts, accuracy, time spent.

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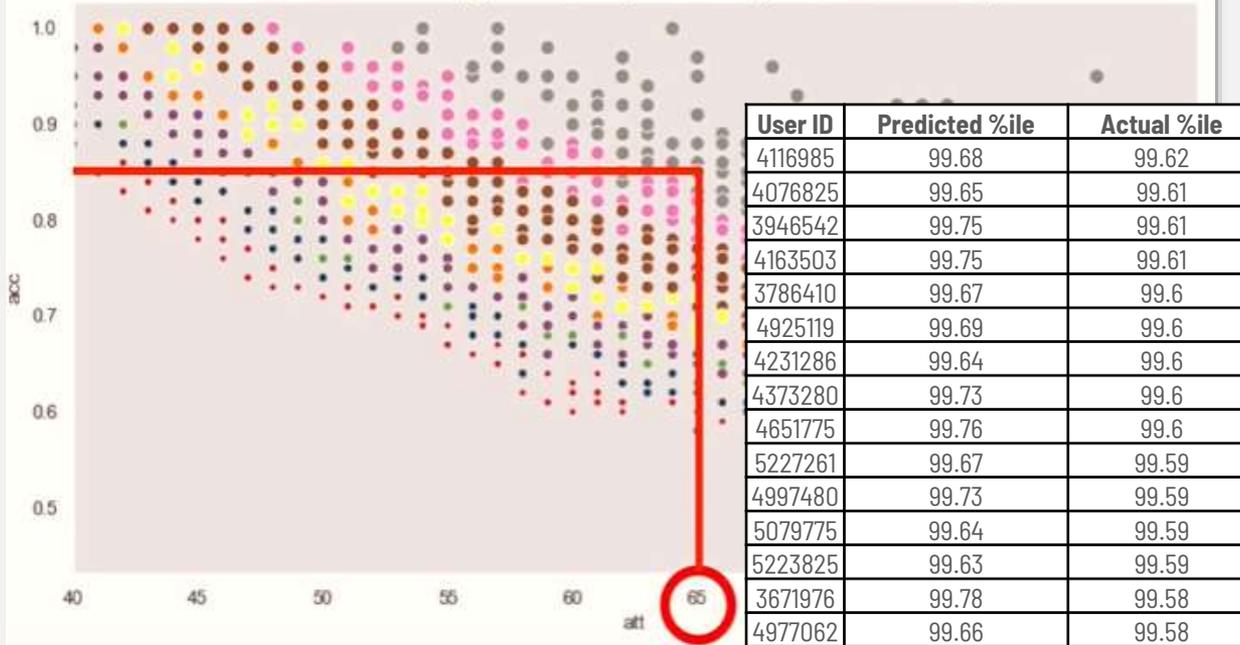
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Performance Capture

Predictor Engine

# AI-Tech Backbone

Slot: 1 How Toppers Managed Attempts and Accuracy



## Rank and %ile Predictor

Highly accurate, AI-drive rank and percentile predictors for the actual exam attempts

# Investment Focus For Growth

## Go-to-Market Investments

### 1) Marketing & Sales :

- Brand Building campaigns (Youth, Aspiration, Awareness)
- Virality and new media focused
- User Community and Engagement
- Short videos, Special Events (Colleges, For ex), Cricket etc.,

### 2) Sales:

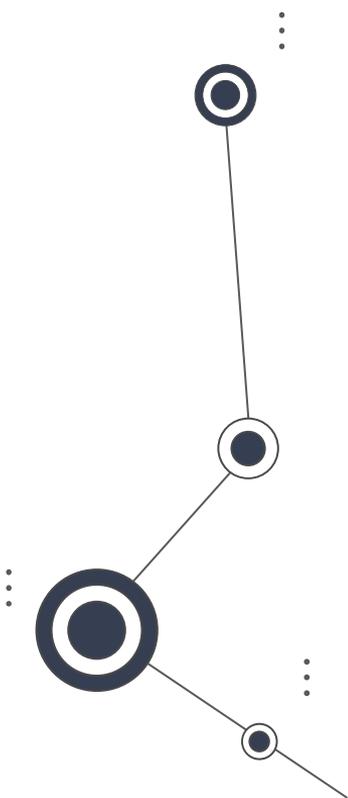
- Avatar Project (2.5X) Team expansion
- SalesTech and Automations (Unassisted Focus)

## Inorganic

- Elixir (UPSC Leadership Initiative)
- One or two start-ups always in engagement

## Product-Tech

- Data Science and AI prowess
- Voice-Tech investments
- Automation Projects



# Thanks!

Do you have any questions?

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